

Message Text

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PAGE 01 NEW DE 00231 070418Z

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W
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R 070315Z JAN 76

FM AMEMBASSY NEW DELHI

TO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

INFO SECSTATE WASHDC 3214

USDOC WASHDC

UNCLAS NEW DELHI 0231

E.O. 11652: N/A

TAGS: BEXP, IN PK

SUBJECT: CATALOG SHOW: SCIENTIFIC, MEDICAL AND INDUSTRIAL IN-
STRUMENTS

REF: NEW DELHI 17171 AND PREVIOUS

1. THE PURPOSE OF THIS CABLE IS TO BRING YOU UP TO DATE ON
WHAT WE HAVE ALREADY ACCOMPLISHED AND WILL SHORTLY BE DOING IN
PREPARATION FOR UP-COMING CATALOG SHOW.

2. WE HAVE ALREADY HELD PRELIMINARY DISCUSSIONS WITH USIS ON
TYPE AND MAGNITUDE OF ASSISTANCE APPROPRIATE TO OUR CIRCUMSTANCES
HERE IN NEW DELHI. IN THIS CASE, CS WILL BE HELD ON USIS PREMISES
FEBRUARY 24-27. AMONG OTHER THINGS, USIS ASSISTANCE WILL INCLUDE
PROVISION OF PHOTOGRAPHER, PROJECTIONIST AND RELATED FACILITIES,
PHYSICAL PROPS SUCH AS PUBLIC SPEAKER SYSTEM, CHAIRS, ETC.,
IN CONNECTION WITH PLANNED SEMINAR ON FEBRUARY 24, AT LEAST ONE
VTR THAT WILL BE SHOWN TO SELECT AUDIENCE, AND PROFESSIONAL ASSIS-
TANCE IN PROMOTING SHOW. WE HAVE ALSO CONSULTED CONCERNED LOCAL
AGENTS AND HAVE HAD PRELIMINARY DISCUSSIONS WITH GROUP OF INDUSTRY
REPRESENTATIVES TO SOLICIT THEIR SUGGESTIONS AND HELP IN PREPARING
FOR FEBRUARY 24 SEMINAR. REGARDING LATTER EVENT, WE HAVE
NEARLY COMPLETED LIST OF INVITEES AND WILL BE SENDING FORMAL
INVITATIONS WITHIN THE NEXT SEVERAL WEEKS. LAST WEEK, WE BEGAN
PREPARATIONS FOR PUBLISHING 4000 COPIES OF DIRECTORY AND, AS
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OF THIS TIME, WE STILL AIMING FOR JANUARY 16 DEADLINE. FINAL

PROOF HOWEVER, CANNOT BE PREPARED UNTIL WE RECEIVE DEFINITIVE LIST OF PARTICIPATING US. FIRMS, HOPEFULLY BEFORE THE END OF THIS WEEK. WE EXPECT TO POUCH REQUISITE NUMBER OF COPIES OF DIRECTORY TO ALL THREE POSTS BY JANUARY 20. RE BUDGET ESTIMATE, ITEM ON PRINTING COSTS IS NOW, OF COURSE, SUBSTANTIALLY REDUCED FOR YOU AS WE ARE PREPARING DIRECTORY FOR ALL THREE POSTS.

3. FOR BOMBAY: YOUR INITIATIVES IN PREPARING FOR CATALOG SHOW ARE TIMELY AND WELL CONCEIVED. PLEASE CONTINUE TO KEEP US INFORMED OF YOUR ON-GOING PREPARATIONS FOR THIS SHOW, AND LET US KNOW IF YOU NEED ANY ASSISTANCE FROM THIS END. ALSO, PLEASE CONFIRM WHETHER FEBRUARY 16-20 PERIOD IS NOW FIRMED UP.

4. FOR CALCUTTA AND MADRAS: PLEASE LET US KNOW IF WE CAN BE OF FURTHER ASSISTANCE TO YOU IN PREPARING FOR CATALOG EXHIBIT. WE WILL NEED TO KNOW SOONEST FIRM DATES FOR EXHIBIT TO ENABLE US TO INCLUDE THIS INFORMATION IN DIRECTORY. ED SCHULICK USIS COUNTERPART CONTROL OFFICER FOR CS IN NEW DELHI WILL BE VISITING MADRAS ON JANUARY 7. CONGEN MADRAS MAY WISH CONTACT HIM TO DISCUSS IN MORE DETAIL PLANS FOR CATALOG EXHIBIT.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 07 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976NEWDE00231
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760004-0996
From: NEW DELHI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760179/aaaacsui.tel
Line Count: 82
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 NEW DELHI 17171
Review Action: RELEASED, APPROVED
Review Authority: castelsl
Review Comment: n/a
Review Content Flags:
Review Date: 27 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 JUL 2004 by barnescd>; APPROVED <17 AUG 2004 by castelsl>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CATALOG SHOW: SCIENTIFIC, MEDICAL AND INDUSTRIAL IN- STRUMENTS
TAGS: BEXP, IN, PK
To: BOMBAY MADRAS
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006